

scale, while on the international arena they have weak recognition. That's why the significance of branding of the non-material culture of Belarus rises sharply – the way of life, traditions, customs, handicraft, trades. In this aspect we could brand the Byelorussian identity, language, national colours, Oginskiy's polonaise «Farewell with the homeland», the liqueur «Beloviezhskaya». Also Belarus can be associated with the names of such prominent Byelorussian personalities as E. Polotskaya, F. Skorina, M. Shagal and others.

Every country is represented by some visible and audible attributes – national emblem, flag and anthem. There are also generally accepted logos and slogans which are actively used in touristic business. The logo of Belarus as a touristic destination was worked out by the national tourism agency. It is stylized as a manual, handwritten inscription with the cornflower above (some people see it as a mill that is also good, but for others it resembles a sign of radiation).

These days Belarus is positioned as a green ecological country with a unique natural complex. And the task was to create with the help of the logo the image of a favourable agriculture country with blooming fields and little houses, a country without high-speed motorways and modern hotels. A bit naive print, deliberately uneven lines with different width and the main proprietary blue colour speak precisely about it. The subjective sensation transmitted by the logo are non-intensity, ecological compatibility, naughtiness, some worry.

All in all, Belarus is in search of its positioning, and this process includes the analysis of the situation and already existed image, the determination of the objectives and the means for realization.

## **THE PERCEPTION OF MINSK AS A TOURIST CENTER**

**Д. Плаксина, О. Приходько**

The capital of the Republic of Belarus is a city full of great undiscovered tourism potential. Each year Minsk is visited by thousands of tourists who leave the capital having received a particular image created by the atmosphere of the city, its architecture and people. The way this vision is formed influences whether the guests of Minsk will be yearning to visit it more than once. For sure the impression that is left in tourists' memory can't be complete and fascinating enough if it doesn't correspond with the natives' vision of the city. The objective of this research was to find out the perception of Minsk as a tourist center among the locals and native Belarusians in order to work out the visiting card of our outstanding capital.

To achieve the assigned task we have carried out a survey. The main points of the questionnaire, we distributed among 70 people, concerned the associations they have with the city, their opinions about the attractiveness of Minsk as a tourist center and their ideas about the possible variant of the city's visiting card. Among those who were questioned women predominated. In the age structure the majority was formed by young people from 18 to 24 years old who are currently

receiving higher education in Minsk. The smallest group consisted of people older than 60. The largest part of the polled was formed by the residents of Minsk – 66%, whereas the non-residents stood for 34%. We aimed at students mostly because we were interested, first of all, in their perception of Minsk as they may have a lot to do with the creation of the city's image in the nearest future.

We also tried to clarify whether the respondents see Minsk as an attractive tourist center. Consequently, we ascertained that more than a half of Minsk residents believe the city to be attractive for both Belarusians and foreigners. 20 % of the residents claim that Minsk can awake interest only of the Belarusian people. About the same number of the residents doesn't view Minsk as an attractive tourist center at all. It should be stressed that almost the same tendency exists among the non-residents.

Answering the question about the associations that people have with the capital of our republic the majority wrote various epithets and adjectives such as clean, green, spacious, comfortable. A little bit less people associated Minsk with architectural buildings and avenues. Apart from that we retraced one peculiarity: only the residents of Minsk associated it with The Great Patriotic War and the non-residents – with its Hero City title. It is disappointing that quite a lot of people had no associations at all.

Moreover, in our questionnaire we asked the respondents to indicate their thoughts about the visiting card of Minsk. Altogether 38 variants were proposed as a symbol of Minsk. It's worth mentioning that many respondents gave several variants so that we had taken into consideration all the possible ones. Having analyzed the results we marked out top-3 objects that according to the given answers contained the most distinctive features of Minsk. They included the National Library, the Troitskoye suburb and Minsk-Arena. Quite a considerable number of the respondents didn't manage to answer this question. Among the other variants the respondents pointed out architectural buildings like the Red Roman Catholic Church and the Opera and Ballet House, parks, streets, squares and other places of interest such as Nemiga Street, Svislotch embankment, Nezavisimosti avenue. It's remarkable that some really unusual answers were given mostly by the non-residents.

To accomplish the research we've developed our own variant of the city's visiting card. We have also elaborated a logotype to make the idea look complete. We've based our choice on the associations which people have with Minsk due to the fact that from our point of view architectural buildings of Minsk suit the given problem in a worse extent. As the majority of the respondents claimed that they associated Minsk with greenery and parks, we've decided to combine these benefits. The main point was to develop the potential of capital's parks in full measure and to represent them as the city's peculiarity. So the slogan we've worked out to illustrate our idea sounds like Minsk – Green Walk City.

To show how it can work in real life we've thought about the connection between parks, greenery of Minsk and its another special feature – Nezavisimosty avenue which is the longest in Europe (17 km). Walking along the avenue one has an opportunity to see and visit the predominating part of the city's parks: Uruchie Park – The Park of the National Library – The Park of the Ecological Center – Chelyuskintsev Park – The Botanical Garden – Yanka Kupala Park – Gorky Park – Alexandrov Public Garden – Michael's Public Garden. Apart from the above mentioned parks and gardens some other can be presented as separate destinations which add their own value to the vision of Minsk. For example, Victory Park, Loshitsa Park and The Museum of Stones. To illustrate the route and give some information about the above mentioned parks we've also created a pocket pamphlet with a map which demonstrates the Green Walk City Route.

To sum up we may say that nowadays the image of Minsk and its perception by both residents and non-residents corresponds to reality in an incomplete way, because a lot of sights that are associated with Minsk don't reflect all the merits of this magnificent city. That's the reason for false unattractiveness of Minsk in the minds of foreign and native tourists. The Belorussian capital possesses all the necessary resources to develop into a divergent tourist center. The way we see it has been described and offered in this research. The idea of «Green Walk City» image emphasizes the peculiarity of Minsk and will let people discover the Belorussian capital from every conceivable angle.

## **AMERICAN ANTI-BALLISTIC MISSILE SYSTEM IN EUROPE: WHO IS THE REAL THREAT?**

**Ю. П. Пустовой**

What is a ballistic missile defense system? An anti-ballistic missile (ABM) is a missile designed to counter ballistic missiles (a missile for missile defense). A ballistic missile is used to deliver nuclear, chemical, biological or conventional warheads in a ballistic flight trajectory. National missile defense (NMD) is a generic term for a type of missile defense intended to shield an entire country against incoming missiles, such as intercontinental ballistic missile (ICBMs) or other ballistic missiles. This term is used to refer to the American nationwide antimissile program the United States has been developing since the 1990s. After the renaming in 2002, the term now refers to the entire program, not just the ground-based interceptors and associated facilities.

The history of ballistic anti-missile crisis started during the Cold War in 1972, when the Anti-Ballistic Missile Treaty was signed by both the USA and the USSR. However, on 14 June 2002, the United States withdrew from the ABM Treaty and immediately created NMD (National Missile Defense) program. On 16 December 2002 President George W. Bush signed National Security Presi-